

Rep Order# 9816423 Ver# 5 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:38 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

55690
Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM PREVIOUS SKED
PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/12-09/17	5	1	5	\$1,250.00	
		V3 Comment Changed, Spots/week Changed										
	*10	W-F,M	530P-6P	NEWS	:30	\$400.00	09/12-09/17	1	1	1	\$400.00	
		Sales Remark: V5 ADD										
		V5 Added										

Handwritten notes: 19,370 + 400 = 19,770; 3,397.6; 9816423; P3

---REPORT TOTALS---

Report Totals: 6 / \$1,650.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$19,770.00
Sales Totals: 37 / \$19,770.00
Station Totals: 37 / \$19,770.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$80,040	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	28%
		WKRC	24%	WLWT	33%	WSTR	0%	WXIX	13%		

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Rep Firm
Sales Office () WASHINGTON
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Books null
Demos RA35+

Rep Order# 9816423 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/12/2012 8:23 AM
Last Received: 09/11/2012 6:18 PM
Showing Buylines: All Rep & Sta Revised Lines

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--- REMARKS ---

REVISED ORDER. NOTE-SPOT ADDED TO SKED AS MKGD FROM PREVIOUS
SKED. PLS CNF

19,120
+ 250 from 53876 9810509
19370

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	* /	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/12-09/17	5	1	5	\$1,250.00	
		Sales Remark: V3 1X ADD										
		V3 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 5 / \$1,250.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$19,370.00
Sales Totals: 36 / \$19,370.00
Station Totals: 36 / \$19,370.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$78,421	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	28%
		WKRC	24%	WLWT	33%	WSTR	0%	WXIX	13%		

Books null
Demos RA35+

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Rep Order# 9816423 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/11/2012 12:59 PM
Last Received: 09/11/2012 12:19 PM
Showing Buylines: All Lines

1 of 2

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Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

53690
Agency () SHORR JOHNSON MAGNUS
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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/12-09/17	4 P3	1	4	\$500.00	
	2	W-F,M	630A-7A	NEWS	:30	\$450.00	09/12-09/17	4 P2	1	4	\$1,800.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/12-09/17	4 P3	1	4	\$500.00	
	4	W-F,M	6P-630P	NEWS	:30	\$900.00	09/12-09/17	4 P2	1	4	\$3,600.00	
	5	W-F,M	7P-730P	INSIDE	:30	\$850.00	09/12-09/17	4 P2	1	4	\$3,400.00	
	6	W-F,M	730P-8P	ET	:30	\$850.00	09/12-09/17	4 P2	1	4	\$3,400.00	
	7	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/12-09/17	4 P3	1	4	\$1,000.00	
	8	W-M	11P-1135P	NEWS	:30	\$800.00	09/12-09/17	6 P3	1	6	\$4,800.00	
	9	W-F,M	9A-10A	DRS	:30	\$120.00	09/12-09/17	1 P3	1	1	\$120.00	

---REPORT TOTALS---

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 35 / \$19,120.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$19,120.00
Sales Totals: 35 / \$19,120.00
Station Totals: 35 / \$19,120.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$77,409	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	28%
		WKRC	24%	WLWT	33%	WSTR	0%	WXIX	13%		

Books null
Demos RA35+